

RICHMOND TRANSFER COMPANY

RICHMOND TRANSFER CO.



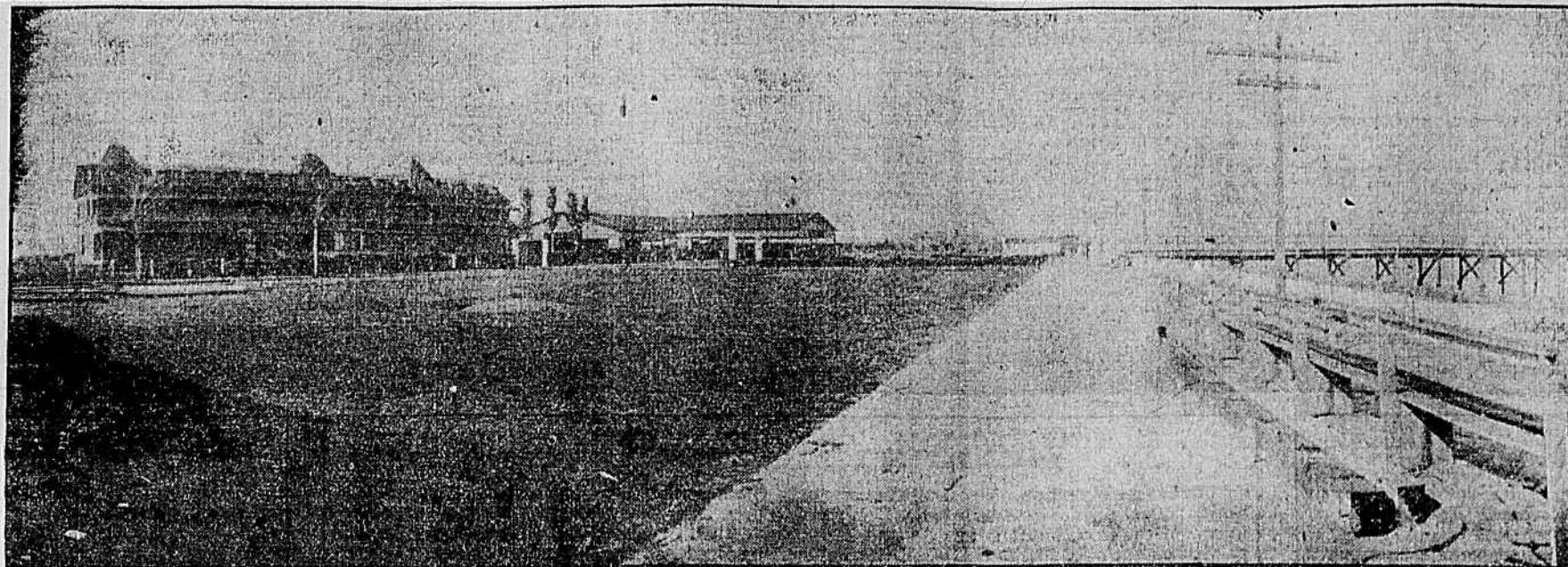
TRAVELERS' SECTION 1910

BEAUTIFUL BUCKROE BEACH

Follow the Crowd

The popularity of Buckroe is demonstrated by the crowds who avail themselves of its attractive features. Every conceivable form of amusement is offered, and the management is always on the lookout for new and novel attractions. Special attention is given to churches, Sunday-schools, clubs, societies and lodges who propose excursions for a day or conventions extending over a longer period.

Week-end parties are invited to avail themselves of the special rates offered, which will be furnished on application to the management. Boating, fishing, tennis, golf, baseball, etc., in the mornings and afternoon, dancing, etc., in the evenings, make Buckroe the most fascinating resort from Maine to Florida. The children and the old folks will both enjoy a day at Buckroe.

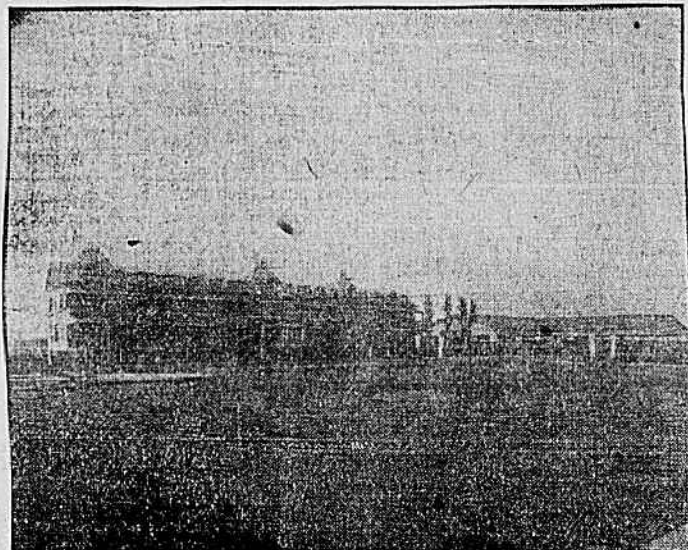


THE BOARD WALK

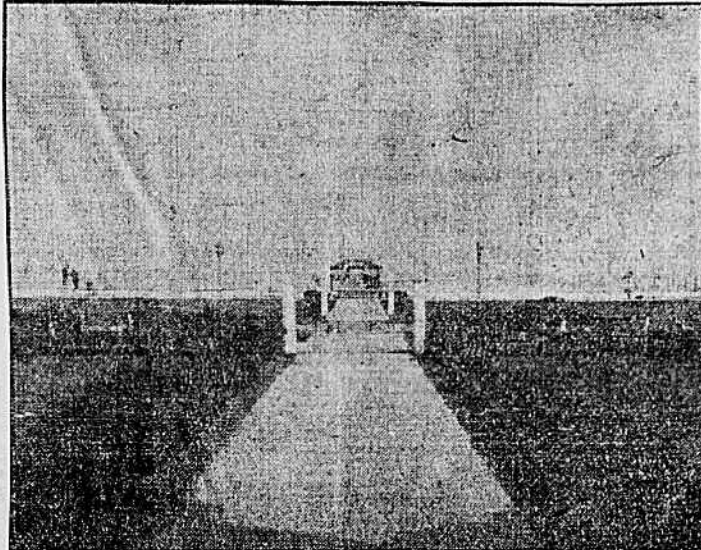
A Two-Hour Ride

Buckroe is only a two-hour ride from Richmond—and, by the way, a more pleasant two hours could not well be imagined. The Chesapeake and Ohio Railway has effected a magnificent schedule and equipped their trains with "all the comforts of home." The country through which you pass is intensely interesting, being the most historic section of the State. The rates, too, have not been overlooked in your favor. They are low—very low—in fact, you can enjoy a trip to Buckroe and spend no more than you would if you stayed in Richmond, attended the theatre and took a friend to supper afterward. The hotel accommodations are especially good, and moderate prices prevail.

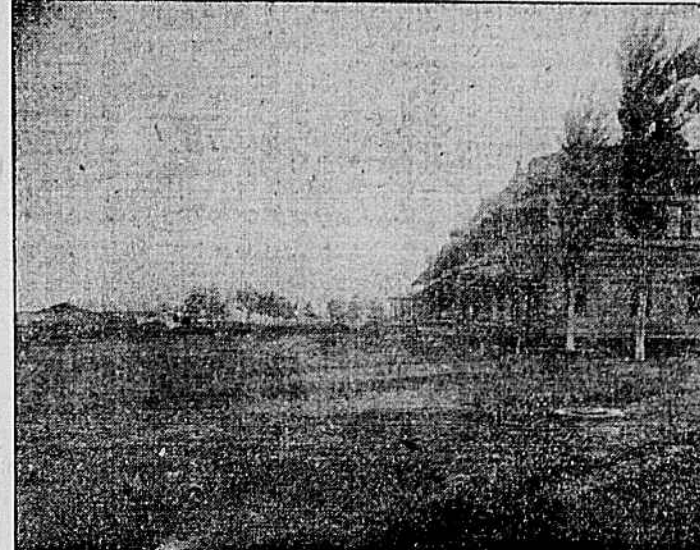
THE NEW BATH HOUSE IS THE FINEST IN THE SOUTH--ACCOMMODATES 1,500 BATHERS



HOTEL FROM THE BOARDWALK



VIEW FROM HOTEL VERANDA



BEAUTIFUL GROUNDS AROUND THE HOTEL

MAKE THE CHILDREN HAPPY

You remember, of course, when you were a kid, how it felt after a summer rain. The air was cool, fresh and pure. Delightful, wasn't it? You enjoy it now, don't you? Well, that's just the way it is at Buckroe all the time. Think of the hot, dusty streets—the sweltering nights—the gloating, scorching days in town; then compare them with the cool summer breezes from the bay—the shady lawn and covered walks—quite a difference, isn't it? It doesn't cost much to give the children a day at Buckroe, you owe it to them.

Say! you ought to go down to Buckroe;
It's the jolliest kind of a place;
You can leave your troubles and cares behind,
For pleasures galore you are sure to find—
There are joys supreme of the happiest kind—
At Beautiful Buckroe Beach!

WHEN DOES BUCKROE OPEN?

We take pleasure in announcing to the public generally that the resort will be ready for them on May 15th, and that the hotel will be opened on June 15th. Excursions will begin and entertainment will be provided from the date first mentioned.

The fishing at this time is especially good, and we advise an early investigation. Boats, bait, tackle, etc., are available at all times, and experienced fishermen are in attendance.

ARRANGE TO SPEND YOUR VACATION AT BUCKROE BEACH

BIG TRANSFER CO'S GREAT GROWTH

(Continued from First Page.)

company will have the taxicabs on every street in Richmond not only for the transfer of passengers, but for local use. It is the purpose of the company to have the cars at the command of ladies, who may go out shopping and calling in them, hiring the cars by the hour, and then they will be at the call of theatre parties.

It is probable that the rates for transfer in the taxicabs will be lower than they have been in carriages, and when the saving of time and the more delightful service are considered the taxicab will be much cheaper

than the old method of locomotion. The time is not far distant when the carriage and the bus and the cab will be unknown on the streets of Richmond so far as the service of the Transfer Company is concerned, and the taxicabs with white chauffeurs of experience and a knowledge of every street and byway of the city will be in charge.

The Men at the Helm.

Yes, indeed, the Richmond Transfer Company has kept pace with the marvelous growth of Richmond and Virginia and the South, and it proposes to continue along progressive lines. Hustling young men are in charge of the business of the company, and they are young men who know not how to take a backward step. J. M. Dunn is the general superintendent, and has immediate charge of the physical properties of the company; W. T. Darden, the secretary and treasurer, has charge of the financial end of the business; C. O. Alley is at the head of the ticket selling department, and has

for his assistants at the general office, 309 Main Street, R. J. Shepperson, W. T. West, Jr., and B. R. Bacon, while A. Y. Ruffin holds down a branch ticket and baggage-checking office at the Jefferson, and E. R. Peebles looks after a like branch office at Murphy's Annex. Mr. T. H. Shepherd has charge of the Pullman business, and makes all reservations for that company. J. E. Ragland is the bookkeeper; J. P. Davis is cashier, and in charge of the baggage and passenger desk, with Mortimer Dunn as his assistant. H. V. Lloyd has charge of the stations and theatrical business. J. A. Puller is stable manager, in charge of the live and rolling stock. C. W. Turner has charge of the night service, and altogether these gentlemen make a team that works harmoniously together, and every member of the team tries to spread himself in the general interest of the company and its thousands of patrons.

The company operates their own wheelwright, blacksmith and harness shops; building all their wagons and theatrical trucks, making their har-

ness, and doing their own horseshoeing and iron work.

The payroll of the company contains some seventy-five names.

The stock of the corporation is held for the most part by Richmond business men identified with the city's growth.

Travelers' Cheques.

Only recently the Transfer Company has added a great feature for the comfort and convenience of travelers bound for foreign lands. It has made an arrangement with the American Express Company, by which it issues here in Richmond that company's "travelers' cheques" on any European city. A Richmond man starting for a tour of Europe can call on the transfer company and make all necessary financial arrangements and have the necessary money handed to him in foreign parts just whenever and wherever he needs it.

Other cities in the country have first-class transfer companies—of course, they have—but no city on the map of the United States has more up to date or a better equipped concern than that which serves the traveling public turned towards Richmond or going hence and no people have a better transfer service, locally and otherwise, than the Richmond Transfer Company affords the people of the best city in the country, which, of course, is Richmond—Greater Richmond.

HOW WILL WE TRAVEL IN 2000?

In 1800 the people traveled:
On foot.
On horses.
In horse-drawn vehicles.
In canal boats pulled by horses or mules.
In steamboats at five miles an hour.
In sailing vessels and rowboats.
In 1900 we travel:
On roller skates.
On horses.
In horse-drawn vehicles.
On bicycles.
On motorcycles.
In gasoline-driven automobiles.
In electric-driven automobiles.
In trolley cars.
In electric cars above and below the earth.
In steam railroad cars.
In steamships at twenty-five miles an hour.
In motor boats at forty miles an hour.
In gasoline and electric launches.
In airplanes.

MOST VIRGINIANS ARE INTERESTED IN THE CONSTRUCTION OF THE NEW ROGERS ROAD.

With the ordinary railroad the matter of grade is an up and down hill proposition—anything to get over the country with the least cost in building. On the Virginia, from the rear of the observation car, the passenger cannot help noticing, as the miles pass rapidly by, that the track is seemingly one level run from station to station. In Tidewater Virginia this, of course, is a natural condition, but as the passenger traveling westward crosses Middle Virginia and approaches the mountains it will be noted that the country passes from level to gently undulating, then rolling, hilly, and on into the mountainous region. All the way the road has sought a common level, with only a slightly ascending grade, as it works its way westward across the State. As the country gets rougher, with cuts and fills becoming proportionately greater, the road is a marvel to the traveler.

Over \$40,000,000 has been spent in the construction of this new giant in the railroad world. It represents an average construction cost per mile of over \$75,000. Great cuts and fills through solid rock and mountain were as nothing compared with the determination to secure a low grade. Where ridges and mountains were in excess of open cut possibilities tunnels were driven like the eye through a needle. Grade must be maintained regardless of cost. The entire line has been laid with eighty-five-pound steel rail and is rock ballasted throughout.

Engineers have so mastered the question of grade in the construction of the Virginia as to make it both possible and practicable for one locomotive to move a train of 100 cars, each loaded to 100,000 pounds capacity, from the West Virginia coal fields to sea level at Norfolk. It has resulted even better than this, as already one locomotive has hauled a train of 125 loaded cars, moving an actual load of 5,120 gross tons, as between tender and cab, and representing a freight movement of 6,480 tons of coal. This train was handled by a Mallet articulated compound type of locomotive, which moved this train over a division of 120 miles at an average speed of fifteen miles per hour, and consumed in the movement twelve tons of coal.

The 100-car trains are moved by the Mikado type of engine, with a gross tonnage of 7,000 tons between tender and cab, and a net load of 5,400 tons of coal.

But coal is not the only freight. For the entire distance across Southside Virginia the Virginian Railway opens up a country rich in timber, minerals and agricultural worth. From Roanoke, Va., to Norfolk, across twelve counties, the Virginian represents the only east and west line in the territory, and for several of the counties the only accessible rail facility within from twenty to forty miles. It means virtually the opening up of Western pioneer conditions in a country rich in possibilities and with short haul to great market centres.

A conservative estimate of the timber resources tributary to the Virginian Railway as tonnage assets show about 2,000,000,000 feet in West Vir-

ginia and about 1,625,000,000 feet for Virginia. At 12,000 feet per car this would amount to over 200,000 carloads.

At the Sewell's Point terminals near Norfolk, Va., the Virginian has one of the largest and most complete coal piers on the Atlantic coast. It is a great steel structure, fronting on Hampton Roads, and cost over \$2,000,000. It is capable of transferring coal from railroad car to ship at the rate of twenty-five tons per minute, 38,000 tons per day, or 10,800,000 tons per year, counting 200 working days to the year. The pier is 1,850 feet long, over one-third of a mile; averages about seventy feet in height, sixty-five feet wide, and is entirely of concrete and steel construction.

Continental Hotel

NINTH AND CHESTNUT STREETS

PHILADELPHIA, - PA.

...EUROPEAN PLAN...

Rooms and Cuisine of Standard Excellence. Centrally located for business or pleasure - - - - Southern Headquarters

Frank Kimball - Manager

Rockbridge Alum Springs, Va.

SEASON OPENS JUNE 15TH.

Thoroughly repaired. Many improvements. Up-to-date. Acetylene gas. Swimming pool, 30x70 feet. Golf links. Tennis courts. Baseball grounds. Livery. Music and dancing.

Summer School of Virginia Military Institute Cadets. Last summer over forty cadets attended, and as many or more are expected this summer.

The most powerful curative and tonic medicinal water in the world, which effects many wonderful cures.

Rates from \$10.00 to \$20.00 per week.

depending on number in room and in party, location of room, private bath, etc.

SEND FOR ILLUSTRATED BOOKLET.

ROCKBRIDGE ALUM SPRINGS (Inc.);
J. T. PATTON, Managing Director.